

Deccansoft Software Services

(A Microsoft Learning Partner)

SEO Syllabus

Module 1: Internet & Search Engine Basics:

- ❖ What is Internet Marketing?
- ❖ Importance of Internet Marketing
- ❖ Types of Internet Marketing Methods
- ❖ How the search engine works?
- ❖ Understanding the SERP
- ❖ Google Search Engine Architecture
- ❖ Google Algorithm Updates
- ❖ Page Rank Technology
- ❖ Panda, Penguin and Humming Bird Updates and its Importance

Module 2 Keyword Research and Analysis:

- ❖ Introduction to Keyword Research
- ❖ Business Analysis
- ❖ Types of Keywords
- ❖ Keyword Research Methodology
- ❖ Keywords Analysis Tools
- ❖ Competition Analysis
- ❖ Preparing a Keyword List for Project
- ❖ Localized Keywords Research

Module 3: On page Optimization:

- ❖ Basics of Website Designing / Development.
- ❖ Analysis of website for content, design and code.
- ❖ Domain names and Exact match domain concept.
- ❖ Title Tag Optimization
- ❖ Meta Tag Optimization
- ❖ Headers Optimization
- ❖ SEO Content Writing

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- ❖ Page Speed Optimization Tool
- ❖ Anchor Links Optimization
- ❖ Internal Link Strategy
- ❖ Image Tag Optimization
- ❖ Footer Optimization
- ❖ Creating Site map
- ❖ URL Redirecting Techniques (301, 302)
- ❖ Robots.txt File
- ❖ Google SEO Guidelines

Module 4: Off Page Optimization:

- ❖ Introduction to Off site Optimization
- ❖ Link Building Methodology
- ❖ Directory Submissions for SEO
- ❖ Social Bookmarking
- ❖ Local Business Listing (Local SEO)
- ❖ Classifieds Posting
- ❖ Forum Discussion, Commenting and Signature
- ❖ Blogging Concepts
- ❖ Press Release Submission
- ❖ Article Submissions
- ❖ Video Submissions
- ❖ Social Media Optimization Techniques (Basics)
- ❖ Tracking the Links and Page Rank
- ❖ Avoiding Spam Links

Module 5: SMO optimization:**Facebook:**

- ❖ Facebook Account Setup
- ❖ Different options on Facebook (Profiles, Pages, Apps and Groups)
- ❖ Facebook page setup
- ❖ Creating graphics for FB page
- ❖ Managing the Facebook Page

- ❖ Content Creation Strategy
- ❖ Working with different types of content
- ❖ Generating Likes and Shares
- ❖ Implementing Facebook Share Button
- ❖ Implementing Facebook Like Box
- ❖ Implementing Facebook Comments in Site
- ❖ Facebook Groups
- ❖ Sponsored Posts in Facebook
- ❖ Promoting site with Paid Ads

Twitter:

- ❖ Benefits of Twitter
- ❖ Profile Creation and Management
- ❖ Design the Twitter Page

LinkedIn:

- ❖ Creating Profile
- ❖ Managing Connections
- ❖ Company Page on LinkedIn
- ❖ LinkedIn Services Pages
- ❖ LinkedIn Groups

Module 6: Google Webmaster Tools:

- ❖ Adding a Site and Verification Process
- ❖ Basic Settings
- ❖ Geographic Settings
- ❖ Search Queries Analysis
- ❖ Back link Analysis
- ❖ Internal Link Analysis
- ❖ Site Links
- ❖ Crawl Errors

- ❖ Google Fetch
- ❖ Blocking the Crawler and blocked pages
- ❖ Site maps
- ❖ Remove URLs from index
- ❖ HTML Suggestions

Module 7: Reports and managements:

- ❖ Website Position Analysis
- ❖ Introduction to Google Analytics
- ❖ Installing Google Analytics
- ❖ Basics of Google Analytics
- ❖ Visitors Reports
- ❖ Geographic Reports
- ❖ Traffic Sources Reports
- ❖ Keywords Reports
- ❖ Goals and Conversions